



**12.1 DRAFT ST KILDA LIVE MUSIC PRECINCT POLICY 2023**

**EXECUTIVE MEMBER: BRIAN TEE, GENERAL MANAGER, CITY GROWTH AND DEVELOPMENT**

**PREPARED BY: JESS HALL, COORDINATOR EVENTS**

**ADELE DENISON, HEAD OF FESTIVALS AND EVENTS**

**LAUREN BIALKOWER, EXECUTIVE MANAGER ADVOCACY AND STAKEHOLDER ENGAGEMENT**

**1. PURPOSE**

- 1.1 To present the draft St Kilda Live Music Precinct Policy 2023 and seek approval to commence community consultation.

**2. EXECUTIVE SUMMARY**

- 2.1 Implementation of a live music precinct is a key component of the Live Music Action Plan, which is both a core strategy and specific action within the Council Plan.
- 2.2 This policy declares and defines specific areas of St Kilda as a live music precinct and sets out actions within Council's scope to make meaningful change for key stakeholder groups – music venues and events, residents, and musicians.
- 2.3 This policy does not seek to make substantial changes to live music regulation, compliance or planning controls. It seeks to identify changes and improvements Council can make and advocate for to ensure greater alignment of Council and state government policy and legislation, including regulation and compliance.
- 2.4 Next steps include consideration of a planning study to interrogate the need for and benefits of a local planning scheme amendment, engaging state government stakeholders and further community consultation.
- 2.5 If implemented, St Kilda will become Victoria's first live music precinct.

**3. RECOMMENDATION**

That Council:

- 3.1 Notes the results of the initial community and industry consultation undertaken as part of the adoption of the Live Music Action Plan where live music precincts were a key recommendation as Attachment 2.
- 3.2 Releases the draft St Kilda Live Music Precinct Policy 2023 for community consultation and delegates to the CEO the ability to make changes that do not alter the substantive content of the document to enable this release to occur.
- 3.3 Notes that community consultation will be opened for a four-week period commencing March 2023.

**4. KEY POINTS/ISSUES**

- 4.1 The draft St Kilda Live Music Precinct Policy has been developed following community and industry consultation done in development of the Live Music Action Plan. It



includes consideration of the Council Plan and other relevant CoPP strategies and policies, and assessment of other precinct approaches and outcomes.

- 4.2 Outcomes sought from implementing a St Kilda live music precinct have been identified in the draft policy and include:
- 4.2.1 Protect existing and encourage new live music activity in a supportive environment where the needs of the live music sector are balanced with those of the residential and business communities
  - 4.2.2 Develop a clear framework for the community and the industry to co-exist, based on clear and transparent communication, process and expectations.
  - 4.2.3 Ensure any proposed new residential use takes account of any existing venue, and the possibility of new venues (this extends the agent-of change principle to a whole-of-precinct approach)
  - 4.2.4 Advocate to state government for changes to planning and regulatory tools to achieve simplified and aligned processes for the live music industry, within the designated precinct
  - 4.2.5 Explore the mapping of live music venues, to best manage and support live music activity.
- 4.3 The policy outlines a number of initiatives to support key stakeholders within the proposed live music precinct, including:
- 4.3.1 Music venues and events:
    - Support to navigate, understand and complete permit and approval processes, including fact sheets and guidelines for venues and events to understand noise management, permit conditions, best practice and mitigation techniques
    - Ensure simplicity and transparency when dealing with Council for enquiry, permitting or complaint management, including minimising points of contact and showing clear processes
    - Review Council's database of local musicians, to consider opportunities for networking and funding to increase connections between local artists and local venues
    - Develop and support further high profile and positive music-based activation in the precinct, including Council's own music events and permitting of major music events in public spaces
    - Support promotional initiatives to increase awareness, accessibility and visitation of live music
  - 4.3.2 Musicians:
    - Council digital resources that promote their work, encourage collaboration and connection with other local musicians, events, and venues, and provides advice and support on opportunities
    - Investigation of increased and improved busking opportunities within the precinct
    - Support to connect and collaborate with other local creative industries, including games, film, art, heritage, events and markets



- Provision of musician loading zones and other accessibility requirements where possible
  - Consider a commitment to programming local artists as a component of Council event programming, and encouragement for funded events to do the same
  - Consider ensuring cultural grant opportunities are inclusive of music and opportunities for musicians
- 4.3.3 Residents and the St Kilda Community:
- Consider a streamlined internal process for live music activity such as response to complaints, planning and enforcement queries and customer service, including minimal points of contact and transparent processes
  - Advice around discussing noise or amenity concern with neighbouring venues
  - Supporting relevant authorities and venues to create a safe and inclusive environment in the precinct.
  - Access to quality, affordable and enjoyable music experiences across a range of genres through support for live music, in venues and in public spaces
- 4.4 The policy includes an annual review and details a communications approach which will inform residents, venue, artists and audiences of the establishment of the precinct and provide ongoing updates.
- 4.5 This policy does not seek to make substantial changes to live music regulation, compliance or planning controls.
- 4.6 Primary key communication messages will be at the core of all communications about the precinct and will include:
- More music. Managed better
  - St Kilda, the home of live music.
  - Bringing together the past, present and future of music in St Kilda.
  - First of its kind in Victoria / Leaders in music and live events.
  - Supporting local creative industries by future-proofing live music in Port Phillip.
  - Boosting the social, cultural, and economic development of St Kilda and surrounds.
  - Ensuring our support of live music is balanced with the needs of our local residents.

## 5. CONSULTATION AND STAKEHOLDERS

### Stage 1 Consultation – Developing our Understanding (complete)

- 5.1 Some consultation has already been undertaken on live music precincts as part of the adoption of the Live Music Action Plan, where the precincts were a key recommendation. This was Stage 1 consultation to develop our understanding.
- 5.2 In February 2020 we asked the community for feedback on a draft four-year Live Music Action Plan (LMAP) that outlined what Council will do to future-proof and support live music in Port Phillip, including a key action around investigating live music precincts. COVID-19 pandemic raised unique and unexpected challenges for our City's live music

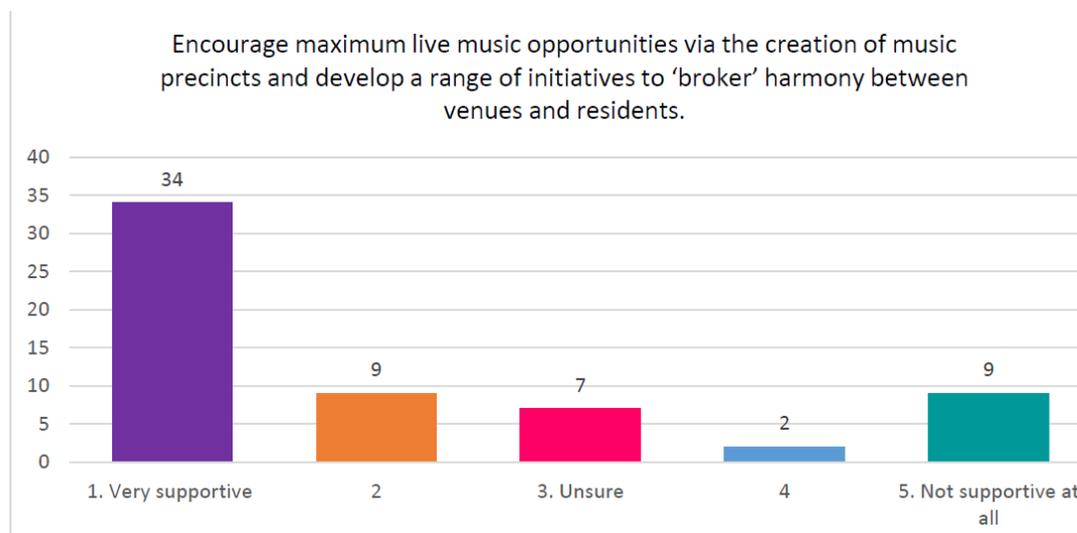


sector. As a result, the draft LMAP was revised to address these challenges and re-released for consultation in February 2021.

- 5.3 The revised draft LMAP was released for consultation on Council’s Have Your Say site from 5 February to 7 March 2021 with the primary feedback tool being an online survey. Feedback was also captured in our Neighbourhood Conversation sessions.
- 5.4 61 survey responses were received, with the majority of respondents being Port Phillip residents. Through engagement activity at the Neighbourhood Conversation sessions we received 98 pieces of feedback on the draft LMAP goals.
- 5.5 The majority of respondents were live music event attendees or residents who lived near a music venue (50.82%), followed by musicians at 16.39% and “other” 21.31%.
- 5.6 To achieve the draft plan’s vision of Port Phillip becoming a centre for live music the draft LMAP proposed 10 goals, including:

*Encourage maximum live music opportunities via the creation of music precincts and develop a range of initiatives to ‘broker’ harmony between venues and local residents*

- 5.7 Survey respondents were asked to indicate their level of support for the proposed actions within each of these goals using a five-point scale from *very supportive* to *not supportive at all*.
- 5.8 43 of the 61 respondents (70.49%) indicated that they were supportive of the goal regarding live music precincts



**Stage 2 Consultation – Developing the Policy (current)**

- 5.9 An engagement process with stakeholders has been developed to seek feedback on the Draft St Kilda Live Music Policy, to provide a forum to address concerns and to seek information to inform next steps in our roadmap to a Live Music Precinct.
- 5.10 Proposed engagement includes on-line opportunities for feedback, targeted to identified stakeholders and the broader community.
- 5.11 Engagement activities will include:



- 5.11.1 Delivery of consultation / information postcards to all residents within the proposed live music precinct area, inviting them to participate in the engagement.
- 5.11.2 An online survey via Council's *A Have Your Say* page that seeks community and stakeholder feedback on the directions and actions / initiatives in the draft St Kilda Live Music Policy.
- 5.11.3 The Have Your Say page will build on the existing LMAP page to show background and history and will be supported by a social media campaign that will deliver key communication messages and information.
- 5.11.4 Pop-up consultation stands and Intercept surveying within the precinct area as well as broader key St Kilda community.
- 5.11.5 Handing out consultation / information postcards throughout the proposed live music precinct area, St Kilda suburb and around Port Phillip.
- 5.11.6 Targeted consultation with other key stakeholders, such as venues, the music industry and local businesses.
- 5.12 Consultation will include clear messaging about potential impact on residents especially around noise including noise mitigation.
- 5.13 Council is currently undertaking a planning study to support establishment of the St Kilda Live Music Precinct. This work includes:
  - 5.13.1 Analysis of the regulatory framework and requirements relating to live music activities, both for individual venues and at a precinct scale
  - 5.13.2 Further technical analysis of potential noise and amenity impacts on nearby residents and surrounding community and how these could be managed
  - 5.13.3 Recommendations of any non-planning scheme actions to protect existing and encourage new live music activity in Port Phillip, including process improvements, community and stakeholder communication, advocacy and changes to Council policies.
- 5.14 This planning study will inform:
  - 5.14.1 A potential planning scheme amendment to designate the St Kilda Live Music Precinct in the Port Phillip Planning Scheme
  - 5.14.2 Other implementation actions in the St Kilda Live Music Policy
  - 5.14.3 Future refinement to the St Kilda Live Music Policy, such as updated information and revised strategic directions and actions / initiatives.

**Stage 3 Consultation - Potential Planning Scheme Amendment and Policy Update (future)**

- 5.15 Additional community engagement will be undertaken through any planning scheme amendment process.
- 5.16 This third stage of consultation may also include seeking community feedback on any proposed changes to the St Kilda Live Music Policy.
- 5.17 The timeframe/s and details of this consultation has not been determined.



**6. LEGAL AND RISK IMPLICATIONS**

6.1 All relevant acts, regulations and laws will be reviewed and complied with to set up the precinct.

**7. FINANCIAL IMPACT**

7.1 Costs to establish the precinct are budgeted in the Live Music Action Plan (\$190k) including costs of planning studies and technical reports, community engagement costs, website maintenance and support initiatives.

**8. ENVIRONMENTAL IMPACT**

8.1 The draft St Kilda Live Music Precinct Policy contains measures to support noise management in the precinct.

**9. COMMUNITY IMPACT**

9.1 Live music plays a role in the everyday life of Port Phillip, being central to its communities, its identity and its past, present and future. Council produced the Live Music Action Plan (2021) (LMAP) to support live music in the municipality, including assistance through pandemic recovery and industry partnership. The Live Music Precinct Policy is a key action in the LMAP that aims to support a live music scene that enriches St Kilda for the local community and visitors while prioritising amenity for those that live and work here.

**10. ALIGNMENT TO COUNCIL PLAN AND COUNCIL POLICY**

10.1 This policy links to the Vibrant Port Phillip strategic direction in the Council Plan - a city that has a flourishing economy, where the community and local business thrive, and Council maintains and enhances their reputation as one of Melbourne cultural and creative hubs.

**11. IMPLEMENTATION STRATEGY**

**11.1 TIMELINE**

11.1.1 If the recommendation is adopted, the following timeline will apply:

- March – April: Community consultation period
- July: Community consultation and final Policy and Report considered by Council

**11.2 COMMUNICATION**

11.2.1 Community consultation will be through Have Your Say and will be promoted to the community through City of Port Phillip assets including social media and Diversity

11.2.2 A communications approach for the precinct will inform key target audiences of the establishment of the precinct, the resulting scope and opportunities, and ongoing updates and priorities.

11.2.3 Communications will be crafted for the project's five key target audiences:

- Residents - with a focus on those living within the proposed Live Music Precinct area and St Kilda more broadly.



- Live music venues and event providers – with a focus on providers located in or looking to provide services within the proposed Live Music Precinct area or St Kilda more broadly.
- Live music artists and performers.
- Visitors and live music audiences.
- Partners – this includes any additionally established or potential precinct partners. For example, Music Victoria or the Victorian Government.

## 12. OFFICER DIRECT OR INDIRECT INTEREST

12.1 No officers involved in the preparation of this report have any material or general interest in the matter.

### ATTACHMENTS

1. [Draft Live Music Policy](#)
2. [2020 Live Music Action Plan Engagement Summary Report](#)